

WTVB
SIGNIFICANT TREATMENT OF
COMMUNITY ISSUES
APRIL 5-JUNE 28, 2008

ISSUE: ECONOMY AND INVESTMENTS

PROGRAM: FOCUS--LOCAL--PUBLIC AFFAIRS--4/05/08 5:00-5:30 P.M.

CHRIS COLE WITH HILLIARD LYONS WAS THE GUEST

MR. COLE SAYS THE ECONOMY IN NORTH MISSISSIPPI IS STRONG. HE SEES JOB OUTLOOK AS POSITIVE. HE SUGGESTS INVESTING IN HEALTH CARE, ENTERTAINMENT AND TOYOTA. ALSO, HE SUGGESTS INVESTING IN NURSING HOME COMPANIES, BASED ON A GROWING OLDER POPULATION. HE SAYS MORE BABY BOOMER GENERATION. IT IS ESTIMATED THAT MUCH WILL BE PASSED ON FROM ONE GENERATION TO ANOTHER TO BE INVESTED.

ISSUE: LE BONHEUR/NMMC PARTNERSHIP

PROGRAM: FOCUS -LOCAL-PUBLIC AFFAIRS--4/12/08 5:00-5:30 P.M.
BOB DUNCAN WITH LE BONHEUR CHILDREN'S MEDICAL CENTER AND ELLEN FRILOUX WITH NMMC WERE THE GUESTS

A PARTNERSHIP BETWEEN NMMC AND LEBONHEUR HELPS PROVIDE SUB-SPECIALISTS IN CHILD HEALTH CARE TO BE IN TUPELO CERTAIN DAYS OF THE WEEK. A DOCTOR OR DOCTORS FROM LE BONHEUR TRAVE TO TUPELO TO MEET WITH PARENTS AND PATIENTS. THIS KEEPS PARENTS FROM HAVING TO TRAVEL TO MEMPHIS SO OFTEN. THE DOCTORS WORK IN COOPERATION WITH LOCAL DOCTORS. IT IS A PARTNERSHIP THAT IS THE ONLY ONE OF ITS KIND WITH LE BONHEUR AT THIS TIME. THEY TO HOPE TO EXPAND SEVICES OVE THE NEXT YEAR. THE CLINIC IS LOCATED AT THE OLD MEDSERVE BUILDING IN TUPELO.

ISSUE: HARDEN HOUSE ADOPTION SERVICES

PROGRAM: FOCUS -LOCAL--PUBLIC AFFAIRS--4/19/08 5:00-5:30 P.M.
PATRICIA DIGBY, DIVISION DIRECTOR OF HARDEN HOUSE ADOPTION FOSTER CARE PROGRAM WAS THE GUEST

HARDEN HOUSE WAS SET UP IN 1993 AS A PLACE FOR TROUBLED YOUTHS. INH 1996 THE ORGANIZATION STARTED AN ADOPTION AND FOSTER CARE PROGRAM. THEY WORK WITH THE MISSISSIPPI DEPARTMENT OF HUMAN SERVICES TO HELP PLACE CHILDREN IN FOSTER CARE HOMES OR TO ADOPT PERMANENTLY. SOME OF THE

CHILDREN HAVE SPECIAL NEEDS. PARENTS AGES 21 TO 65 ARE CONSIDERED. FOSTER PARENTS RECEIVE A MEDICAID CARD AND AN ALLOWANCE TO HELP WITH THE CHILD OR CHILDREN.

ISSUE: 2008 LEGISLATURE

PROGRAM: FOCUS--LOCAL--PUBLIC AFFAIRS--4/26/08 5:00-5:30 P.M.
SENATOR ALAN NUNNELEE (DIST. 6-REPUBLICAN) AND
REPRESENTATIVE STEVE HOLLAND (DIST. 16-DEMOCRAT) WERE THE GUESTS

THE 2008 LEGISLATURE WAS CUT SEVERAL DAYS THIS REGULAR SESSION TO HELP SAVE MONEY. MEMBERS PASSED THE ADEQUATE EDUCATION BILL FUNDING FOR THE FIRST TIME IN A NON-ELECTION YEAR. THERE WILL BE HOWEVER, A SPECIAL SESSION TO DEAL WITH MEDICAID FUNDING. THE HOUSE CONSIDERED AN INCREASE IN THE CIGARETTE TAX AND ALCOHOL TAX. MORE THAN LIKELY A PAYMENT OF APPROXIMATELY 155-MILLION DOLLARS WILL BE PAID BY HOSPITALS TO HELP COVER THE MEDICAID SHORTFALL. IT IS A PATIENT BED TAX ON THOSE PATIENTS WHO ARE NOT COVERED BY MEDICAID. THE LEGISLATURE ALSO PASSED A PAY INCREASE FOR TEACHERS WHO HAVE TAUGHT 25 TO 35 YEARS. THIS IS AN EFFORT TO RETAIN THOSE SEASONED TEACHERS.

ISSUE: JEFFERSON AWARDS

PROGRAM: JEFFERSON AWARDS--LOCAL--PUBLIC AFFAIRS-- 5/24/08
5:00-5:30 P.M.
THE TOP FIVE WINNERS FROM NORTHEAST MISSISSIPPI WERE THE GUESTS

THIS PROGRAM WAS TAPED AT THE UNIVERSITY OF MISSISSIPPI ADVANCED EDUCATION CENTER USING PRODUCTION PERSONNEL FROM WTVA. THE JEFFERSON AWARDS IS A NATIONAL PROGRAM AIMED AT HIGHLIGHTING INDIVIDUALS WHO WORK HARD TO HELP OTHERS IN THE COMMUNITY. THEIR NAMES ARE SUBMITTED AND CONSIDERED BY A PANEL OF JUDGES. THOSE JUDGES ARE LOCAL COMMUNITY LEADERS. THERE ARE FIVE WINNERS CHOSEN. WE PROFILE EACH OF THE WINNERS IN NEWS STORIES THAT ARE AIRED THE SAME WEEK JUST PRIOR TO THIS PROGRAM AIRING ON SATURDAY AFTERNOON. THESE TOP FIVE WINNERS CAME FROM VARIOUS PARTS OF THE VIEWING AREA AND REPRESENTED A VARIETY OF COMMUNITY EFFORTS. A WINNER IS ALSO PICKED FROM THOSE FIVE TO REPRESENT NORTHEAST MISSISSIPPI AT THE NATIONAL JEFFERSON AWARDS IN WASHINGTON IN JUNE. NANCY COLLINS WHO HELPED START THE SANCTUARY HOSPICE HOUSE IN TUPELO WAS SELECTED BE THAT PERSON. THIS PROGRAM WAS AIRED IN PLACE OF THE FOCUS PROGRAM.

ISSUE: WIN JOB CENTER

PROGRAM: FOCUS--LOCAL--PUBLIC AFFAIRS--5/31/08 5:00-5:30 P.M.
BETSY MAXEY, BRANCH DIRECTOR OF THE WIN JOB CENTER, AND
JEANENE HEATHERLY, C.N.A./MONITOR TECH AT NMMC WERE THE
GUESTS

THE WIN JOB CENTER IS A PART OF THE MISSISSIPPI DEPARTMENT OF
EMPLOYMENT SECURITY. THROUGH FEDERAL MONEY, FUNDS ARE
DISTRIBUTED TO WIN JOB CENTERS IN MISSISSIPPI TO HELP
INDIVIDUALS FIND JOBS. IT HELPS CHANNEL PEOPLE TO TRAINING
OPPORTUNITIES AT VARIOUS COMMUNITY COLLEGES. THEY PROVIDE
G-E-D CLASSES, THEY HELP WITH REFERRALS AND RESUMES. MRS.
HEATHERLY USED TO WORK AT A FURNITURE PLANT AND WAS GOING
TO BE OUT OF WORK. SHE LEARNED ABOUT THE WIN JOB CENTER AND
ATTENDED TRAINING CLASSES AND BECAME A CERTIFIED NURSE
ASSISTANT. SHE TOOK THE INITIATIVE AND IS STILL ATTENDING
ONGOING EDUCATION. MRS. MAXEY SAYS THERE ARE THANKFULLY,
MANY OPPORTUNITIES IN THE HEALTH FIELD AND AUTOMOTIVE
INDUSTRY.

ISSUE: PILOTS FUND

PROGRAM: FOCUS--LOCAL--PUBLIC AFFAIRS--6/07/08 5:00-5:30 P.M.
COLONEL JOHN BURGESS U.S.A.F. (RETIRED) WAS THE GUEST

COLONEL JOHN BURGESS IS VICE PRESIDENT OF THE BASE
COMMUNITY COUNCIL, A VOLUNTEER BASED GROUP THAT HELPS BE A
LIASON BETWEEN THE COLUMBUS AIR FORCE BASE AND THE
SURROUNDING COMMUNITIES. THEY SUPPORT THE BASE BY FINDING
WAYS TO HELP OUT THE MEMBERS OF THE MILITARY THERE. ON APRIL
23, 2008, THERE WAS A TRAGIC PLANE ACCIDENT THAT KILLED A
STUDENT MILITARY PILOT 2ND LIEUTENANT MATTHEW EMMONS AND
HIS INSTRUCTOR, MAJOR BLAIR FAULKNER. THE COMMUNITY HAS
BEEN VERY SUPPORTIVE OF THE BASE TO HELP HONOR MAJOR FAULKNER
AND 2ND LIEUTENANT EMMONS. THE BASE COMMUNITY COUNCIL HAS
SET UP A FUND FOR THE TWO FAMILIES BOTH TO HELP WITH SHORT
TERM EXPENSES AND LONG TERM EXPENSES. ALTHOUGH THEY ARE
NOT REALLY SETTING A GOAL, THE HOPE TO RAISE AT LEAST 20-
THOUSAND DOLLARS. THIS IS AN EFFORT THAT ALSO INVOLVES THE
LOCAL ECONOMIC DEVELOPMENT ORGANIZATION CALL "THE LINK".
COL. BURGESS ALSO TOLD HOW MEMBERS OF THE COMMUNITY CAN BE
A PART OF THE BASE COMMUNITY COUNCIL.

ISSUE: GREEN PROPOSAL/ENVIRONMENTAL PLAN

PROGRAM: FOCUS--LOCAL--PUBLIC AFFAIRS--6/21/08 5:00-5:30 P.M.
TRAVIS HUNSICKER, COOL CITIES LEAD, WAS THE GUEST

THE CITY OF TUPELO IS ONE OF ABOUT 1,000 CITIES ACROSS THE
UNITED STATES THAT HAS ADOPTED THE COOL CITIES AGREEMENT TO
IMPLEMENT WAYS TO BE MORE ENVIRONMENTALLY FRIENDLY AND

SAVE ENERGY. COOL CITIES IS A PROGRAM THAT'S IS PART OF THE SIERRA CLUB. TRAVIS HUNSICKER IS A VOLUNTEER THAT IS CONSIDERED A COOL CITIES LEAD PERSON FOR THE CITY OF TUPELO. TUPELO MAYOR ED NEELY HAS SIGNED A MAYOR'S AGREEMENT TO TRY TO ADOPT SOME OF THE RECOMMENDATIONS FROM COOL CITIES. THAT INCLUDES, MORE CITY VEHICLES THAT ARE EITHER HYBRID OR USE SOME OTHER ALTERNATIVE FUEL TO HELP SAVE ENERGY. ALSO, TRADE OUT TRAFFIC LIGHTS WITH L-E-D TRAFFIC LIGHTS. THE CITY OF TUPELO HAS A THREE YEAR PLAN TO IMPLEMENT THAT. ALSO, PUT IN C-F-L LIGHTS IN CITY BUILDINGS. THESE ARE THE SMALL FLORESENT BULBS. MR. HUNSICKER SAYS IT APPEARS THE TIME IS RIGHT FOR THE PUBLIC TO BE WILLING TO RECYCLE AND SAVE ENERGY. THIS EFFORT MAY ALSO INVOLVE BIKE PATHS AROUND THE CITY TO HELP ENCOURAGE LESS USE OF FUEL.

ISSUE: MAJOR THOROUGHFARE PROGRAM

PROGRAM: FOCUS--LOCAL--PUBLIC AFFAIRS--6/28/08 5:00-5:30 P.M.
GREG PIRKLE, MAJOR THOROUGHFARE PROGRAM CHAIRMAN WAS THE GUEST

THE MAJOR THOROUGHFARE PROGRAM IS A VOLUNTEER CITIZEN GROUP APPOINTED BY THE MAYOR TO HELP OVERSEE AND MAKE RECOMMENDATIONS FOR STREET IMPROVEMENTS IN THE CITY OF TUPELO. IT STARTED IN THE CITY ABOUT 18 YEARS AGO. IT IS NOW IN ITS FOURTH PHASE. EACH PHASE INVOLVES ABOUT 20-MILLION DOLLARS THAT IS GENERATED FROM A 10 MILL PROPERTY TAX. THAT TAX HAS TO BE APPROVED EVERY TIME THERE IS A NEW PHASE. OTHER MONEY IS SOUGHT FROM STATE AND FEDERAL FUNDS. THIS PHASE INVOLVES ABOUT A TWO TO THREE MILE PROJECT FROM COLEY ROAD AT MCCULLOUGH BOULEVARD TO BARNES CROSSING ROAD. IT WOULD HELP ELIVIAE TRAFFIC ALONG NORTH GLOSTER AND HIGHWAY 45 BYPASS. IT ALSO INVOLVES, IF THERE IS ENOUGH MONEY, TO WIDEN A BRIDGE ON EASON BOULEVARD.